

# fashion/calendar

*Ruth Finley, Publisher / a weekly publication / 22nd year*

*8 East 77th St./New York 21, N. Y./TR 9-2343/ JULY 16, 1962*

## 1962

january

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february

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march

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april

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may

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july

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august

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september

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october

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november

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december

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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 13, 1962</u>			
Thursday July 12 8:30 A.M. Champagne Breakfast	FUR PREVIEW FOR VISITING PRESS Showing of Ritter Brothers (Auxiliary Member, N.Y.C.G.) Fall and Winter fur collection at a champagne breakfast for visiting press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday July 12 9:00 A.M.- 7:00 P.M.	OPEN HOUSE FOR VISITING PRESS Coro and The House Of Lentheric will invite the local and visiting press to an open house, featuring displays of "The Gems and Scents of Fall." By invitation. Publicity: Vera Haggerty, TN. 7-3150.	CORO INC.; LENTHERIC PERFUME	SHERRY NETHERLAND CRYSTAL PAVILION
Thursday July 12 9:30 A.M. Breakfast	PRESS PREVIEW: FALL BRIDAL FASHIONS Saks-34th will preview their Fall bridal fashions. By invitation. (For Release, Wed., July 18.) Customer showings, July 17 and 18 at 6:30, Bridal Salon, 5th floor. By admission ticket only. Publicity: Selma Spanier, LA. 4-7000, Ext. 448.	SAKS-34TH	5TH FLOOR BRIDAL SALON
Thursday July 12 4:00 P.M. Cocktails	PREVIEW: HOLIDAY- RESORT COLLECTION Preview of Hadley's Holiday and Resort collection of sweaters, separates, and sportswear. For press and buyers, by invitation. (Beginning, Tues., July 10, continuous daily at showroom, 21st Floor.) Contact: Caroline Harris, LO. 5-2170.	HADLEY (1407 BROADWAY)	WEAVER'S CLUB 111 W.40TH ST.(18 FL.)
Thursday July 12 5:00 P.M. Champagne	PREVIEW: EMBA MINK FUR FASHIONS Emba (Auxiliary Member, N.Y.C.G.) will present a special import collection of Fall-Winter fur fashions, by Christian Dior, Paris. For the visiting press, by invitation. Contact: Albert Woodley, MU. 2-6881. Publicity: Virginia Casey at C.C.I., OX. 7-7330.	EMBA MINK BREEDERS' ASSOCIATION	HOTEL PIERRE BALLROOM
Thursday July 12 6:30 P.M. Dinner	DINNER-THEATRE PARTY FOR VISITING PRESS Schiffli (Auxiliary Member, N.Y.C.G.) will invite the visiting and local press to dinner at Meadowbrook in Cedar Grove, N.J., followed by Theatre- In-The-Round performance of "Paint Your Wagon," starring Frank Lovejoy; also color documentary film of the Schiffli Lace Industry. (Buses avail- able 6:00-6:30 at Hotel Pierre.) By invitation. Contact: Schiffli, 591 Summit Avenue, Jersey City, SWarthmore 5-2347.	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	MEADOWBROOK, NEW JERSEY THEATRE-IN-THE-ROUND
Just Released	SPRING MILLINERY AND FALL '63 COLORS Twenty-seven millinery colors for Resort and Spring; also first group of Fall '63 advance colors. Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A., INC.	200 MADISON AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 13	OHRBACH'S RELEASE DATE--Fall imported knitwear. (No Show)		
Friday July 13 8:30 A.M. Breakfast	FALL FASHIONS FOR OUT-OF-TOWN PRESS Christian Dior ( <u>Auxiliary Member, N.Y.C.G.</u> ) will present their Fall fashions to the out-of-town press at a Buffet Breakfast. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Friday July 13 9:30 A.M. Breakfast	COLLEGE FASHIONS AT PRESS PREVIEW Preview of Altman's college fashions. ( <u>For Release, Mon., July 16.</u> ) For the press, by invitation. Publicity: Eleanor Horton, OR. 9-7800.	B. ALTMAN & CO.	7TH FLOOR CHARLESTON GARDENS
Friday July 13 10:30 A.M.	VARIETY GROUP FASHION SHOW New York Couture's showing for visiting press of fashions by Suzy Perette, Joan Leslie, Briarbrook Suits, Koret Bags, followed by luncheon. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE; KORET; BRIARBROOK; JOAN LESLIE	HOTEL PIERRE BALLROOM
Friday July 13 2:30 P.M.	FALL FASHIONS FOR VISITING PRESS Brief showings for visiting press by Adolfo, Burke-Amey, Pepe Fernandez, Eric Lund, George Stavropoulos, Miss Winston. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SIX DESIGNERS	HOTEL PIERRE BALLROOM
Friday July 13 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF FASHIONS AND FABRICS Woolens and Worsteds of America ( <u>Auxiliary Member, N.Y.C.G.</u> ) will preview their men's, women's, and children's fashions in American-made woolens and worsteds. By invitation. Publicity: Dolly Martin at Robert S. Taplinger Assoc., 415 Madison Avenue, PL. 2-7732.	WOOLENS & WORSTEDS OF AMERICA	NATIONAL DESIGN CENTER 415 EAST 53RD STREET
Friday July 13 7:00 P.M. Buffet	FALL SHOWING FOR VISITING PRESS Jane Derby ( <u>Auxiliary Member, N.Y.C.G.</u> ) will present Fall fashions to the visiting press at a Buffet supper. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday July 13 9:00 P.M.	FALL FASHIONS FOR OUT-OF-TOWN PRESS Norman Norell ( <u>Auxiliary Member, N.Y.C.G.</u> ) will show his Fall fashions to the out-of-town press. By invitation. Contact: CH. 4-5452.	NORMAN NORELL	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

WEEK BEGINNING MONDAY, JULY 16, 1962

July 16	ALTMAN'S RELEASE DATE--College fashions. Preview, July 13. (See Above)		
Monday July 16 9:30 A.M. Breakfast	PRESS BREAKFAST FALL FASHION SHOW Peck & Peck presents "Venetian Holiday"--preview for press of Fall fashions, 6th Floor, Conference Room. Introduction by Mrs. Manolita Doelger, Italian State Tourist Office for U.S.A. By invitation. Publicity: Carole Stroll, OR. 3-4700.	PECK & PECK	260 PARK AVENUE (AT 20TH STREET)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 14- July 20	COUTURE OPENINGS IN FLORENCE <u>July 14:</u> 11:00 A.M. Millinery Show. 2:30 P.M. (Sportswear & Boutique) Valditivere; Scarabocchio; Baldini; Camisene; De Simone; Glans; Falconetto; Myricae; Celli; Lida; Avagolf; Trico; Naka; Laura Aponte. 9:00 P.M. (Sportswear & High Fashion) Mirsa; Avolio; Bertoli; (Teen-Age Fashions) Roveda; (At-Home) Baldini. <u>July 15:</u> 9:00 A.M. (Sportswear & Boutique) Emilio Pucci; Antonelli Sport; Enzo Selections; Marucelli Boutique; Galitzine Boutique; Guidi Boutique; Mingolini-Gugenheim Sport; Veneziani Sport; Fontana Boutique. 2:30 P.M. (High Fashion) Marucelli; Mingolini-Gugenheim. 9:00 P.M. (High Fashion) Veneziani; Forquet. <u>July 16:</u> 2:30 P.M. (High Fashion) Galitzine; De Luca. 9:00 P.M. (High Fashion) Schubert; Lancetti. <u>July 17:</u> 2:30 P.M. (High Fashion) Antonelli; Emilio Pucci. 9:00 P.M. (High Fashion) Carosa; Enzo. <u>July 18:</u> 2:30 P.M. (High Fashion) Guidi; Giolica. 9:00 P.M. (High Fashion) Fontana; Garnett. <u>July 19:</u> 2:30 P.M. (High Fashion) Giuliano; Sarli. 9:00 P.M. (High Fashion) Valentino; Balestra. Contact: G.B. Giorgini, 10 Lungarno Acciaiuolo, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY

Beginning Monday July 16	IMPORTED UMBRELLAS FROM GENOA, ITALY Hand-carved removable handles, including ivory and silver, on umbrellas imported from Italy. Made of imported fabrics, many lined with prints. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Tuesday July 17 10:00 A.M. Coffee	PRESS PREVIEW: MID-SUMMER FURNITURE Gimbels' preview of new model rooms and midsummer furniture. By invitation. (For Release, Wed., July 18.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	9TH FLOOR
Tuesday July 17- July 18	RESORT, SPRING, SUMMER '63 COLORS AND FABRICS Opening of Resort, Spring, Summer 1963 new colors and fabrics, in cottons knits, stretches, woolens, and blends, for all ready-to-wear, lingerie, sportswear, dresses, coats, and suits. (July 17 and 18 from 3:00 to 5:00.) By admission ticket only. Contact: Claudette Rose, OX. 5-1200.	DEERING MILLIKEN, INC.; MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
July 18	SAKS-34TH RELEASE DATE--Bridal fashions. Preview July 12 at 9:30. (See p.1)		
Wednesday July 18 9:30 A.M. Coffee	PRESS PREVIEW: MID-SUMMER FURNITURE Press breakfast followed by preview of midsummer furniture and model rooms. By invitation. (Release date, Fri., July 20.) Publ.: Reni Kuhn, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday July 18 10:00 A.M.	PRESS PREVIEW: FALL-WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. (For Release, Thurs., July 19.) Publicity: Mildred Collins, IO. 5-7960.	STERN'S	3RD FLOOR FUR SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 19 10:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions to the press. (For Release, Fri., July 20.) By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR
Thursday July 19- July 21	COUTURE OPENINGS IN LONDON (Picture Release Date, August 20.) July 19: 10:00 A.M. Angele Delanghe(P); Ronald Paterson(B). 11:30 A.M. Mattli(P); Michael Sherard(B). 2:30 P.M. Michael Sherard(P); Mattli(B). 4:00 P.M. Ronald Paterson(P); Angele Delanghe(B). 5:30 P.M. Victor Stiebel(B). July 20: 10:00 A.M. Hardy Amies(P); Norman Hartnell(B). 11:30 A.M. John Cavanagh(P); Lachasse(B). 2:30 P.M. Lachasse(P); John Cavanagh(B). 4:00 P.M. Norman Hartnell(P); Hardy Amies(B). 5:30 P.M. Charles Creed(P and B). 7:00 P.M. Victor Stiebel(P). July 21: 9:30 A.M. Michael(P and B). Contact: Lady Joubert, 315 Regent Street, London, W 1.	INCORPORATED SOCIETY OF LONDON DESIGNERS	LONDON, ENGLAND
July 20	MACY'S RELEASE DATE--Midsummer furniture. Preview, July 18. (See Pg. 3)		
July 20	ARNOLD CONSTABLE'S RELEASE DATE--Fur fashions. Preview, July 20. (See Above)		
Friday July 20 10:00 A.M.- 12:00 Noon	NEW DESIGNS IN HOME ACCESSORIES Preview of decorative accessories--new china, crystal, silver, and linen. By invitation. Publicity: Hilda Kassell, Ruth Hammer Assoc., EL. 5-7874.	PLUMMER LTD.	3 EAST 57TH STREET 2ND FLOOR
Beginning Sunday July 22- July 25	LUGGAGE, LEATHERS & ACCESSORIES SHOW Hours: Sun., 12:00 Noon-8:00 P.M.; Monday-Wednesday, 9:30-6:00 P.M. Contact: Jack Citronbaum, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	N.Y. TRADE BLDG. 500 EIGHTH AVENUE
July 23	MACY'S RELEASE DATE--College fashions. (No Show)		
July 24	BEST'S RELEASE DATE--College fashions. (No Show)		
Tuesday July 24 9:00 A.M. Breakfast	ITALIAN RESORT-CRUISE- HOLIDAY COLLECTION "Venezia"--preview of haute couture knitwear for Resort, Cruise, and Holiday, designed by Chiara Ghigi and Pino Lancetti. Show at 9:30. For press and buyers, by invitation. Contact: Edith Brown, BR. 9-0925. Publicity: Terry Seymour and Reggie Riccardi, MU. 8-6380.	GINO PAOLI	1407 BROADWAY SHOWROOM - 37TH FLOOR
Tuesday July 24 10:00 A.M. Coffee	PRESS PREVIEW: COLLEGE FASHIONS Preview of Gimbel's college fashions. For press, by invitation. (For Release, Wed., July 25.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
July 25	GIMBELS' RELEASE DATE--College fashions. Preview, July 24. (See Above)		
Wednesday July 25 9:45 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Preview of Stern's college fashions. By invitation. (For Release, Thurs., July 26.) Publicity: Mildred Collins, LO. 5-7960.	STERN'S	3RD FLOOR



FALL OPENINGS--CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE, PARIS, FRANCE

Picture Release Date - August 28.

Monday, July 23

10:00 A.M. Jacques Esterel.  
12:00 Noon Bernard Sagardoy.  
2:30 P.M. Louis Feraud.  
3:00 P.M. Claude Riviere; Regine Lutece.  
5:00 P.M. Pierre Cardin.  
9:00 P.M. Jacques Esterel.

Tuesday, July 24

10:00 A.M. Balmain; Ferreras.  
12:30 P.M. Jacqueline Godard.  
2:30 P.M. Jean Patou.  
5:00 P.M. Nina Ricci.  
9:00 P.M. Carine Alexandra; Ferreras.

Wednesday, July 25

9:30 A.M. Anny Blatt.  
10:00 A.M. Gres.  
2:30 P.M. Jacques Heim.  
5:00 P.M. Jacques Griffe.  
9:00 P.M. Carven.

Thursday, July 26

9:45 A.M. Christian Dior.  
2:00 P.M. Lola Prussac.  
2:15 P.M. Charles Montaigne.  
3:00 P.M. Irene Dana.  
3:30 P.M. Jeanne Fardeau.  
4:45 P.M. Renee Lise.  
5:00 P.M. Michel Tellin.  
5:45 P.M. Hermes.

Friday, July 27

10:30 A.M. Guy LaRoche.  
12:30 P.M. Yorn.  
1:30 P.M. Michel Goma.  
2:00 P.M. Madeleine De Rauch.  
3:30 P.M. Lanvin-Castillo.  
5:00 P.M. Capucci.  
9:00 P.M. Simonetta-Fabiani.

Saturday, July 28

11:00 A.M. Jean Desses.  
3:00 P.M. Lanvin-Castillo; Philippe Venet.

Monday, July 30

10:30 A.M. Saint-Laurent.  
12:00 Noon Suzanne Baron.  
2:00 P.M. Maurice Roger.  
5:00 P.M. Georgette Renal.

Tuesday, July 31

2:15 P.M. Isabelle Vialancey.  
5:00 P.M. Givenchy (Buyers).

Wednesday, Aug. 1

10:30 A.M. Balenciaga (Buyers).

Friday, Aug. 3

3:30 P.M. Valentine Bourgade.

Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 25 3:30 P.M. Cocktails	HOLIDAY KNITWEAR: SKIRTS AND SWEATERS Darlene's holiday '62 knitwear collection of skirts and sweaters. For press and buyers, by invitation. Contact: B.J. Goodman, BR. 9-9400.	DARLENE KNITWEAR, INC. (350 FIFTH AVENUE)	HOTEL PLAZA WHITE & GOLD SUITE
Thursday July 26 9:30 A.M. Breakfast	PRESS PREVIEW: JULY FURNITURE SHOWING Showing of model rooms and vignettes, on the 6th and 7th floors. For the press, by invitation. Publicity: Loraine Talent, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR SPECIAL EVENTS OFFICE
July 27	OHRBACH'S RELEASE DATE--College and Career fashions. (No Show)		
July 30	SAKS FIFTH AVENUE RELEASE DATE--College fashions. (No Show)		
Monday July 30 10:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Abraham & Straus will preview their college fashions--Junior Center, Better Dress Salon. For the press, by invitation. (For Release, Tues., July 31.) Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS	4TH FLOOR BETTER DRESS SALON
Tuesday July 31 10:00 A.M. Breakfast	PREVIEW OF COLLEGE AND CAREER FASHIONS Press preview of Arnold Constable's college and career fashions. (For Release, Wed., Aug. 1.) By invitation. Publ.: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	4TH FLOOR COLLEGE SHOP
Wednesday August 1 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Bloomingdale's will preview their collection of college fashions. By invitation. (For Release, Fri., Aug. 3.) Publicity: Louise Langdon, EL. 5-6400, Ext. 672.	BLOOMINGDALE'S	3RD FLOOR
Beginning Wednesday August 1	HOLIDAY READY-TO- WEAR COLLECTIONS Continuous showings: Consentino of Capri--sportswear; Fabiani--coats, suits, and cocktail dresses. By appointment. Contact: PL. 3-4464.	CONSENTINO OF CAPRI; FABIANI	VIRGINIA KREMENTZ 42 W.58TH ST., RM.203
August 2	LORD & TAYLOR RELEASE DATE--College fashions. (Shop opens August 1.)		
August 3	BLOOMINGDALE RELEASE DATE--College fashions. Preview August 1. (See Above)		
August 7	MACY RELEASE DATE--Back-To-School Fashions. (No Show)		
Tuesday August 7 9:30 A.M. Breakfast	PREVIEW: CAREER AND COLLEGE FASHIONS Best will preview their career and college fashions for the press. By invitation. (For Release, Fri., Aug. 10.) Publicity: Pat Doyle, PL. 9-2000.	BEST & CO.	12TH FLOOR
Wednesday August 8 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL SHOE COLLECTION Preview of Gimbels' Fall shoe fashions. By invitation. (For Release, Tues., Aug. 14.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	4TH FLOOR BRIDAL SALON
Thursday August 9 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL ITALIAN SHOES Fall collection of Finezza handmade Italian shoes. By invitation. (For Release, Fri., Aug. 10.) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 10	BEST'S RELEASE DATE--Career and college fashions. Preview Aug.7.(See Pg.6)		
August 13	SAKS FIFTH AVENUE RELEASE DATE--Safinia young junior fashions. (No Show)		
Monday August 13 12:30 P.M.	CAREER-COLLEGE SHOW FOR CUSTOMERS Customer show at 12:30 P.M. Publicity: Pat Doyle, PL. 9-2000.	BEST & CO.	7TH FLOOR
August 14	GIMBELS RELEASE DATE--Fall shoe fashions. Preview Aug. 8. (See Pg. 6)		
August 15	SAKS FIFTH AVENUE RELEASE DATE--Helen Lee fashions. (No Show)		
Wednesday August 15 4:00 P.M.	PREVIEW: FALL PETITE COUTURE FASHIONS Bergdorf Goodman will preview their Fall petite couture fashions. By invitation. ( <u>For Release, Fri., Aug. 17.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR
Thursday August 16 9:30 A.M. Breakfast	SIMONETTA AND FABIANI IMPORTED FASHIONS B. Altman will invite the press to preview the Simonetta and Fabiani Fall imported Italian collection. By invitation. ( <u>For Release, Mon., Aug. 20.</u> ) Publicity: Eleanor Horton, OR. 9-7800.	B. ALTMAN & CO.	8TH FLOOR CHARLESTON GARDEN
August 17	BERGDORF GOODMAN RELEASE DATE--Petite couture preview. (See Above)		
August 20	LONDON PICTURE RELEASE DATE		
August 20	ALTMAN RELEASE DATE--Simonetta and Fabiani fashions preview. (See Above)		
Tuesday August 21 9:30 A.M. Breakfast	PRESS PREVIEW: FRENCH SHOE COLLECTION Bloomingdale's will preview the Charles Jourdan shoe collection, imported from France. By invitation. ( <u>For Release, Wed., Aug. 22.</u> ) Publicity: Louise Langdon, EL. 5-6400, Ext. 672.	BLOOMINGDALE'S	4TH FLOOR SHOE SALON
Friday August 24 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. ( <u>For Release, Mon., Aug. 27.</u> ) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
August 27	SAKS FIFTH AVENUE RELEASE DATE--Custom-made fashions preview. (See Above)		
August 28	PARIS PICTURE RELEASE DATE.		
Thursday August 30 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. ( <u>For Release, Tues., Sept. 4.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 3	LABOR DAY (Monday)		
Sept. 4	BERGDORF GOODMAN RELEASE DATE--Custom-Order. Preview, Aug. 30. (See Above)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 4 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Fall-Winter import collection will be previewed for the press. By invitation. (For Release, Wed., Sept. 5.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Sept. 5 1:00 P.M. Luncheon	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. By invitation. (For Release, Fri., Sept. 7.) Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Sept. 6 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Gimbels will present their line-for-line adaptations at a preview for the press. By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Sept. 7	MACY'S RELEASE DATE--Import fashions. Preview, Sept. 5 at 1:00. (See Above)		
Sept. 10	OPENING OF PUBLIC SCHOOLS IN NEW YORK CITY		
Tuesday Sept. 11 11:00 A.M.; 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Fall-Winter custom and import collection at 11:00 A.M. and 3:00 P.M. By invitation. (For Release, Wed., Sept. 12.) Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Wednesday Sept. 12 9:30 A.M. Breakfast	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French and Italian imports and reproductions. By invitation. (For Release, Thurs., Sept. 13.) Fashion Director: Rene Hall, OX. 5-4500, Ext. 30.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Thursday Sept. 13 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall-Winter custom-order collection at a preview for the press. By invitation. (For Release, Fri., Sept. 14.) Contact: PL. 5-3714.	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
Friday Sept. 14 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall import collections at breakfast and luncheon showings. (Prices and more details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PLACE TO BE ANNOUNCED
Sept. 17	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, MU. 3-7520.		
Tuesday Sept. 18 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the United States. By invitation. (For Release, Wed., Sept. 19.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Sept. 29	ROSH HASHONAH (Saturday)--First day of Jewish New Year.		
Oct. 8	YOM KIPPUR (Monday)--Jewish Day of Atonement.		



MUSIC...BALLET...THEATRE...MOVIES

- Tuesday  
July 17      FOURTH WEEK: STADIUM CONCERTS      LEWISOHN STADIUM, 138TH ST.& AMSTERDAM  
Tues., July 17: Antonio De Almeida, conducting. Rudolf Firkusny (Pianist)  
Wed., July 18: Antonio De Almeida, conducting.  
Thurs., July 19: Julius Rudel, conducting. Phyllis Curtin, Soprano;  
Walter Cassel, Baritone; Howard Fried, Tenor.  
Sat., July 21: Julius Rudel, conducting. (Tosca) Eleanor Steber, Soprano;  
Barry Morell, Tenor; Louis Quillico, Baritone; David Clatworthy, Baritone;  
John Fiorito, Bass; Howard Fried, Tenor.  
Publicity: Miss Alix Williamson, CI. 6-4462.
- Wednesday  
July 18      PREMIERE: "BIRD MAN OF ALCATRAZ"(Movie)      ASTOR & TRANS-LUX 85TH STREET  
A Harold Hecht presentation, released through United Artists, starring  
Burt Lancaster, Karl Malden, Neville Brand, Edmund O'Brien, Thelma Ritter,  
Betty Field, about a 72-year-old convict, who, after spending 43 years in  
solitary confinement, became a world-famous authority on the diseases of  
birds. Producers: Stuart Miller and Guy Trosper. Director: John Franken-  
heimer. Publicity: Tess Michaels, CI. 5-6000.
- Tuesday  
August 7      PREMIERE: "THE WONDERFUL WORLD-BROTHERS GRIMM"(Movie)      LOEW'S-51 ST.& B'WAY  
MGM and Cinerama will present the first film in Cinerama and TechniColor,  
starring Laurence Harvey, Claire Bloom, Karl Boehm, Walter Slezak, Oscar  
Homolka, Barbara Eden. Producer: George Pal. Director: Henry Levin.  
Publicity: Dan Terrell, JU. 2-2000.
- Thursday  
August 30      OPENING: "CUT LOOSE"      THEATRE TO BE ANNOUNCED  
Leo Kerz, in association with Jack Adate, will present a musical revue,  
starring Vicki Cummings, Pete Seeger, Carl Holmes, The Commanders, Bobby  
Scott, Nypsey Russell. Dir.: Gene Frankel. Publ.: David Lipsky, CI.6-7140.
- Friday  
Sept. 6-      OPENING: THE BOLSHOI BALLET      METROPOLITAN OPERA HOUSE, 39TH ST.& B'WAY  
Sept. 29      S. Hurok will present The Bolshoi Ballet, direct from Moscow. Publicity:  
Mark Feinstein, CI. 5-0500.
- Wednesday  
Sept. 18      OPENING: "LA BELLE"      PLYMOUTH THEATRE, 236 WEST 45TH STREET  
Co-starring Joan Diener, Menasha Skulnick in the musical adapted by Brendan  
Gill from the opera bouffe by Jacques Offenbach, Henry Meilhac and Ludovic  
Halevy, and presented by Gerard Oestreicher. The play is about the Trojan  
war and how it started. Director: Albert Marre. Costumes: Robert  
Fletcher. Publicity: Richard Maney, CI. 7-4646.
- Thursday  
Sept. 20      OPENING: "THE AFFAIR"      HENRY MILLER'S THEATRE, 124 W.43RD STREET  
Bonard Productions & Henry Sherek will present Ronald Miller's adaptation  
of C.P. Snow's novel about a group of men at Cambridge University, who  
are trying to reinstate a colleague whom they abhor. Starring Brewster  
Mason with Kynaston Reeves, Geoffrey Lumsen, Francis Compton, Christopher  
Hewett. Director: John Fernald. Publicity: Dorothy Ross, PL. 2-8050.
- Wednesday  
Sept. 26      OPENING: "THE MOON BESIEGED"      THEATRE TO BE ANNOUNCED  
Lorin E. Price will present the play by Seyril Schochen about John Brown's  
family, prior to the raid on Harper's Ferry, and the effects his fanatic  
beliefs had on his son, starring Charles Tyner with Ted Van Griethuysen.  
Director: Lloyd Richards. Publicity: Arthur Cantor, LO. 3-4370.
- Thursday  
Oct. 11      OPENING: "COME ON STRONG"      THEATRE TO BE ANNOUNCED  
Starring Van Johnson and Carol Baker in a comedy about a starlet who  
becomes a star. Director: Garson Kanin. Publ.: James Proctor, MU.7-5084.



